

**IN THE CLAIMS:**

Please amend the claims as indicated. A complete set of the claims is included below, reflecting added subject matter (*underlining*) and deleted subject matter (*strikethrough*), as well as the current status of each claim. This listing of claims will replace all prior versions, and listings, of claims in the application:

1-16. (Canceled)

17. (Currently Amended) A traffic control system for enabling communication exchanges between plural groups including at least one potential buyer at a buyer terminal including a personal computer and at least one vendor site with video access to data relating to a service or merchandise, the traffic control system for use with a public telephone system to enable communication exchanges between buyer terminals and vendor sites at remote locations, related to the possibility of consummating a transaction, the traffic control system comprising:

an interface for facilitating communications through the public telephone system involving buyer terminals and vendor sites and for receiving data from a prospective buyer at an active buyer terminal including identification data and type of merchandise and/or service data relating to an area of interest;

memory storage to receive and store vendor data including data relating to types of merchandise and/or services relating to areas of interest; and

a processor to control, manage and interconnect ~~with~~ remote buyer terminals and vendor sites, and to utilize the data provided by an active prospective buyer to selectively determine and provide video data for display by an active buyer terminal in accordance with types of merchandise and/or services relating to areas of interest as communicated via the public telephone system from an active buyer terminal pursuant to a possible transaction for a buyer as identified by said identification data.

18. (Previously Presented) A traffic control system according the claim 17 wherein said merchandise/service classes are represented by codes.

19. (Previously Presented) A traffic control system according to claim 18 wherein said codes are represented by numerical representations.

20. (Previously Presented) A traffic control system according to claim 17 wherein said interface includes dial-up capability to dial-up a vendor site through said public telephone system controlled by said processor in accordance with said merchandise classes.

21. (Previously Presented) A traffic control system according to claim 20 wherein said merchandise classes are represented by numerical representations.

22. (Previously Presented) A traffic control system according to claim 17 wherein said at least one vendor site further stores text data relating to merchandise and/or services and wherein said text data is selectively supplied to an active buyer terminal for display.

23. (Previously Presented) A traffic control system according to claim 17 wherein said identification data includes a check digit.

24. (Previously Presented) A traffic control system according to claim 17 wherein said identification data comprises a buyer electronic mail address.

25. (Previously Presented) A traffic control system according to claim 17 wherein said identification data is stored by said processor for billing purposes related to a transaction.

26. (Previously Presented) A traffic control system according to claim 17 wherein said video data includes dynamic video representations.

27. (Previously Presented) A traffic control system according to claim 17 wherein said video data provided to said active buyer terminal may be controlled by said active buyer terminal.

28. (Previously Presented) A traffic control system according to claim 17 wherein said data from a prospective buyer includes an indication of the maximum amount that a buyer is willing to pay in a transaction.

29. (Previously Presented) A traffic control system according to claim 17 wherein said interface includes an on line computer service.

30. (Previously Presented) A traffic control system according to claim 17 further including an operator terminal.

31. (Previously Presented) A traffic control system according to claim 30 further including a printer.

32. (Currently Amended) A process of traffic control involving a plurality of prospective buyer terminals with video display capability and a plurality of vendor sites associated with merchandise or services, and further involving a public telephone system, the process of traffic control for the possible consummation of transactions, and comprising the steps of:

storing video data relating to merchandise and/or services for vendor sites and types of merchandise and/or services relating to areas of interest;

receiving buyer data including data relating to an area of interest along with identification data from an active prospective buyer terminal;

utilizing the buyer data to determine related video data and selectively providing and communicating via the public telephone system the video data relating to merchandise or services from stored video data for display at an active buyer terminal responsive to buyer types of merchandise and/or service data received from the active prospective buyer terminal; and

receiving and storing billing data relating to communication of a transaction

between a vendor terminal and an active buyer terminal.

33. (Previously Presented) A process of traffic control according to claim 32 further including a step of representing said merchandise and/or service classifications relating to an area of interest by codes.

34. (Previously Presented) A process of traffic control according to claim 33 wherein the codes comprise numerical representations.

35. (Previously Presented) A process according to claim 34 wherein said step of selectively providing and communicating video data includes dialing up a vendor data site through a public telephone system in accordance with said classes of merchandise and/or service.

36. (Previously Presented) A process according to claim 35 wherein said classes of merchandise and/or service comprise numerical representations.

37. (Previously Presented) A process according to claim 32 including a further step of storing text data relating to merchandise and/or service and selectively providing and communication said text data for display at an active buyer terminal.

38. (Previously Presented) A process according to claim 32 wherein said identification data includes a check digit.

39. (Previously Presented) A process according to claim 32 wherein said buyer identification data comprises a buyer electronic mail address.

40. (Previously Presented) A process according to claim 32 including a further step of storing said buyer identification data for billing purposes related to a transaction.

41. (Previously Presented) A process according to claim 32 wherein said video data comprise dynamic video representations.

42. (Previously Presented) A process according to claim 32 further including a step of enabling control of said video data at said buyer terminals.

43. (Previously Presented) A process according to claim 32 wherein said buyer data further includes the maximum amount that buyer is willing to pay in a transaction.

44. (Previously Presented) A process according to claim 32 wherein said step of selectively providing includes communication through an on line computer service.

45. (Previously Presented) A process according to claim 32 further including a step of coupling a buyer terminal to a live operator terminal.

46. (Previously Presented) A process according to claim 32 further including a step of printing data relating to a transaction.